

Community-Based Social Marketing

WORKSHOP

Wesley Schultz, Ph.D.
California State University
Action Research, Inc.

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Wesley Schultz, Department of Psychology, California State University, San Marcos, CA, 92078. Wschultz@csusm.edu. (760) 750-8045.

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Community-Based Social Marketing

- www.cbsm.com
- Effective approach to behavior change
- Origins in behavioral science research
- Five step, data-driven process
- “Community” based
- Removes barriers and enhance benefits



Five Steps to Behavior Change

5. Evaluate your program
4. Pilot test the program elements
3. Design program to address barriers
2. Identify barriers and benefits to a specific behavior
1. Select the target behavior



1. Behavioral selection

Impact:

Penetration:

Probability:

End-state:

Nondivisible:



2. Identifying barriers

- Anything that reduces the probability of a person engaging in the desired behavior
- Each behavior typically has its own set of barriers
- Internal barriers (knowledge, motivation, perceptions)
- External barriers (lack of access, difficulty)



Identify the Barriers

- Literature review and “best practices”
- Observations
- Existing data
- Focus groups
- Surveys
 - Mail, web, telephone, intercept



Literature review

- **Start here.**
- Internet searches, colleagues, reports
- CBSM website (www.cbsm.com)
- Academic databases
- **CAUTION:** What works in one community will not necessarily transfer to another
- Be mindful of similarities and differences



CA Stormwater Example

- ThinkBlue San Diego
- TMDL
- Water sampling
- Priority rating
- Bacteria
 - (other top rated included oil, litter, pesticides, metals, dry flow, copper, sediment, fertilizers)
- Link to behavior: Pet waste
- End-state, nondivisible



Observations

- Not to be underestimated
- Participant observation
- Unobtrusive
- Examples:
 - Keep America Beautiful Littering Studies
 - Water runoff in La Jolla Cove (residential and commercial)
 - Pet waste collection
- Can also serve as baseline for future evaluation



Existing data

- Hotlines or calls
- Tonnage, volume, counts
- **CAUTION:**
 - Existing data typically comes from people who do the right behavior. Not a central target.
 - Existing data typically comes from a vocal minority (again, not our central target)

Focus groups

- Qualitative
- Allows for quick testing of ideas
- 6-10 individuals recruited from the target population
- Diversity is important
- Respond to a set of scripted questions or materials
- Can be conducted through specialized facility, but not essential

Focus Groups





Focus groups

- **CAUTION:** Not representative (small sample)
 - Important to conduct more than one, but still not representative
 - Qualitative in nature
- **Examples:**
 - Disposal of used motor oil by DIYers. (searching for barriers)
 - Home energy retrofits in California (searching for barriers)
 - Busting the 3000 mile myth (testing creative)
 - Climate Change Education Partnership (NSF-funded: USD, Scripps, CSUSM. Key influentials.)



Surveys

- The process of collecting quantitative information about a population
 - Biology (e.g., calculate the number of animals living in an area)
 - Environmental (e.g., forecast amount of contamination in a region)
 - Social (e.g., estimate the number of people who engage in a behavior)
 - Geological (e.g., determine the size of geographic region)
- **Observational**
- **Self-report**
- Typically based on samples (subsets) drawn from a defined population



Sampling

- “Surveys are done to describe, compare, and predict characteristics of a population”
- Purpose: to obtain a representative subset
- Sample size is largely irrelevant. (to be discussed in more detail)
- Methodology reigns supreme.
- Define the population
- Set inclusion / exclusion criteria



Sampling Method

1. Probability: every member of the target population has a known, nonzero probability of being included in the sample.
 - Requires random sample
2. Nonprobability: participants are chosen in a systematic and nonrandom manner.



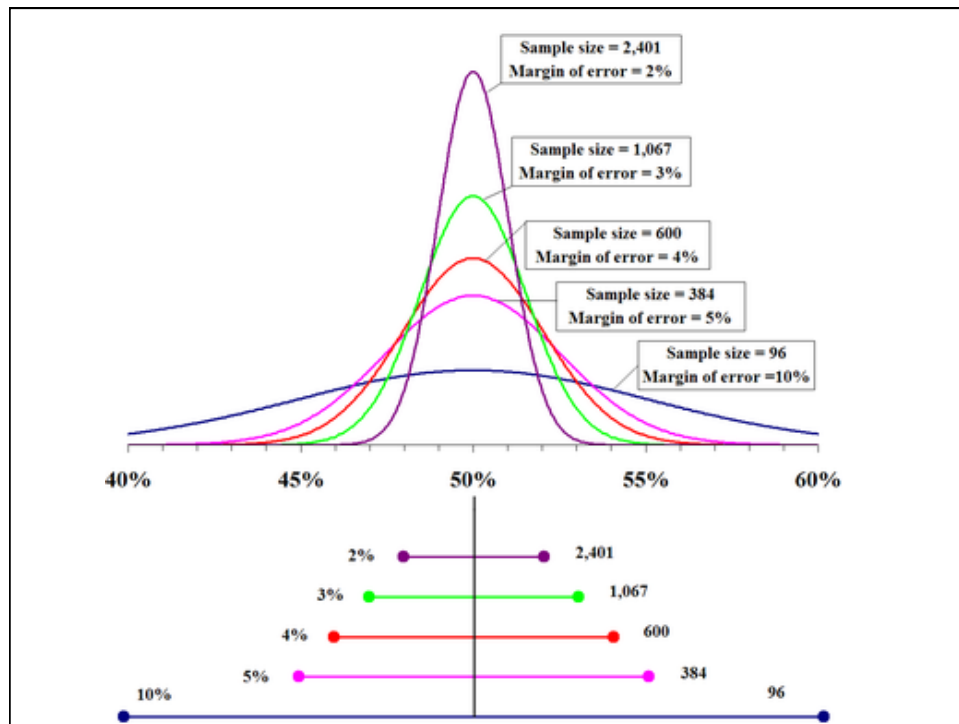
Surveys

- Representative samples
 - Random selection of target population (random sampling)
- Biased samples
 - The problem with convenience samples
 - Programs typically target people who DON'T already do the behavior



Surveys

- Sample size
- Mode of survey
- Length
- Probes
- Item wording



Mode

- Intercept
 - Draw random sample from specific location
 - Sampling protocol
 - Allows for probes and “interview”
 - Generally good response rate
 - Can offer incentive




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 - PSA messages for DIYers



Mode

- Postal mail
 - Can draw random sample of household
 - Useful for geographically defined population
 - Cost effective
 - Limitation: No opportunity for probe
 - Limitation: Hard to use multiple languages
 - Limitation: No guaranteed sample size



Mode

- Web surveys

- Generally cost effective
- Can prescreen on important variables
 - Example: Individuals who rent their homes in Canada
- Can specify sample size
- Limitation: Not representative. Almost always drawn from panel.
- Limitation: No opportunity for probes.



Mode

- Telephone surveys

- Can obtain representative sample (~)
- Can probe and ask open-ended items
- Cover large regions
- Limitation: Cell phones
- Limitation: Cost



Cost considerations

- Focus groups: ~\$10K per group
- Intercepts: \$50/complete
 - Generally more focused, with smaller sample (N~100)
- Mail surveys: \$15/complete
- Web surveys: \$15/complete
- Telephone surveys: \$30/complete